

How to Re-engage Your Team After a Pandemic

Rachelle Humiston
Executive Consultant,
Director of Cultivate™
Haberfeld





CULTIVATE™ PERFORMANCE+GROWTH



CULTIVATE™ PERFORMANCE+GROWTH



CULTIVATE™ PERFORMANCE+GROWTH



CULTIVATE™ PERFORMANCE+GROWTH

4.3M quit in August

Bureau of Labor
Statistics



10.4M
jobs open



“Workers are burned out. In the wake of hardship, illness and death, they aren’t going to take it anymore.”

**Robert Reich, former US
Secretary of Labor**



The Great Resignation





CULTIVATE™ PERFORMANCE+GROWTH

**4 out of 5 financial institutions
are worried about staffing.**

The Financial Brand

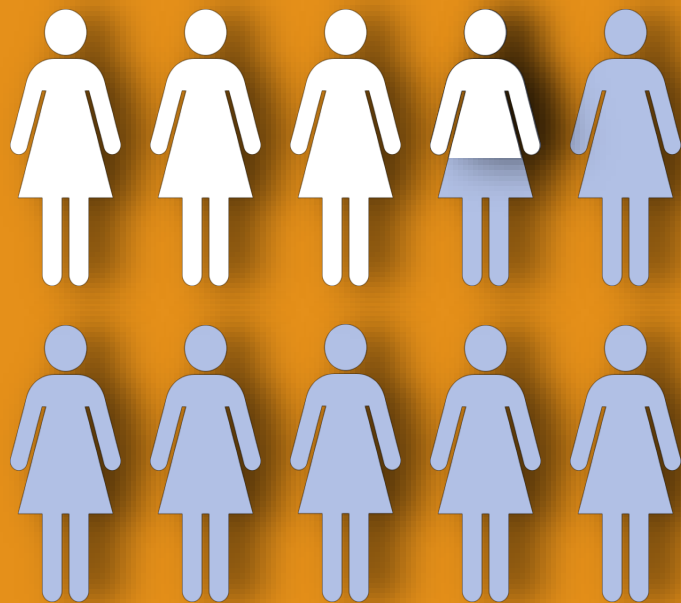
**72% making less than
\$30k will look for a new job.**

Bankrate survey

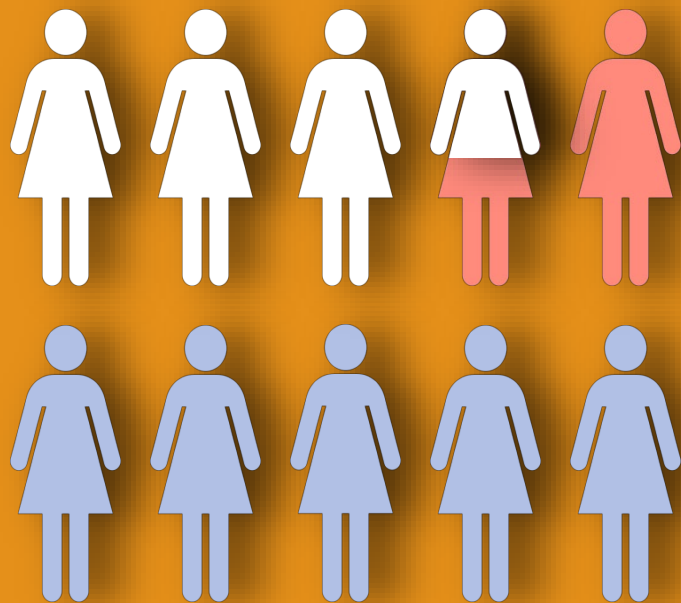




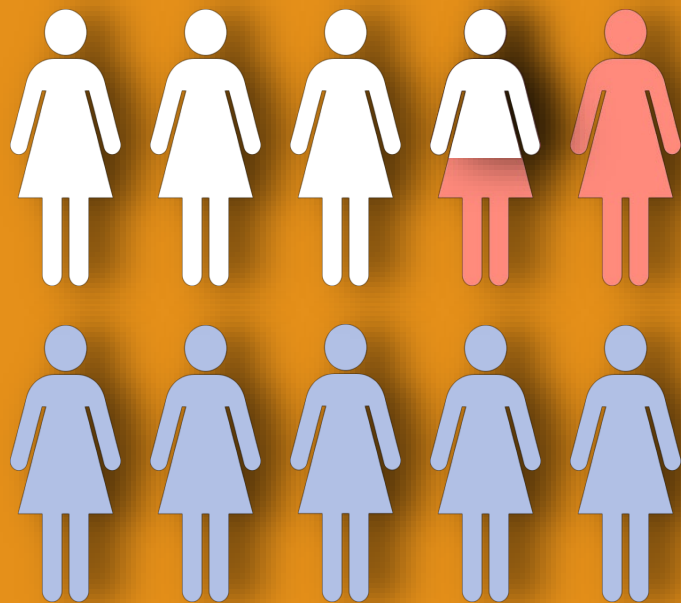
CULTIVATE™ PERFORMANCE+GROWTH



35%
ENGAGED



13%
DISENGAGED



52%
NOT ENGAGED

Engaged Team Members

1. Produce substantially better outcomes
2. Treat clients better and attract new ones
3. Are more likely to remain with their institution than those who are less engaged

START



CULTIVATE™ PERFORMANCE+GROWTH

Conduct pulse survey

1. I feel well supported by my company at this time.
2. My company takes a genuine interest in employee's well-being.
3. I have the resources I need to do my job.
4. I know what I should be focusing on right now.

Conduct pulse survey

5. My company is doing a good job helping employees feel connected to one another.
6. I have what I need to be productive.
7. What would help you feel more supported right now?



CULTIVATE™ PERFORMANCE+GROWTH

How are you training your managers?

Training for Managers:

Initial position:

2 weeks to 2 months

Management role:

NONE



80%

don't have the skills

Leadership Program

- Six months rotating assignment
- Performance feedback and coaching
- Mentoring
- Development through curriculum



productive



**MEETING IN
PROGRESS**

Activities selected from research.

Focus Groups



Manager



Employees

Results from Focus Groups

1. Peer to peer communication
2. Growth

94% would stay longer if invested
in their learning.-LinkedIn

Results from Focus Groups

1. Peer to peer communication
2. Growth
3. Relationships
4. Recognition

37% said recognition is the most important method of support.

What is Cultivate™

Cultivate™ is a unique process that pairs coaching and training with a digital tracking tool to *accelerate* the growth of your people and your institution.



Quote of the Week: "The role of a leader is not to come up with all the great ideas. The role of a leader is to create an environment in which great ideas can happen." - Simon Sinek

My Team > Jackie Hayes > Ben Richards



Ben R.
Head of Retail



Fiscal YTD

Goal Summary

Retail Account Openings	170 / 232
Business Account Openings	57 / 93
Referrals	33 / 51

Team Leader Summary

Activities Completed On Time by Ben R.	80%
Turnover Rate	0%



Performance Metrics

Team Average

	99%	95%	100%	100%	100%
Activities Completed On Time					
Business Sales Presentation Certification - Score	2.387	2.298	2.387	2.575	2.287
Retail Sales Presentation Certification - Score	2.344	2.245	2.402	2.423	2.305
Team Member Tenure By Month	49.6	49.7	42	60.6	45.8

Activities

- Weekly Team Meetings
- Check-Ins
- Observation Coaching
- One to One Coaching

Weekly Team Meeting

Weekly meetings
drive
Team Member
recognition,
education,
communication and
motivation.

From: activity@cultivate-growth.com <activity@cultivate-growth.com>

Sent: Friday, December 21, 2018 12:31 PM

To: Deborah@Haberfeld.com

Subject: You have a new Weekly Team Meeting - Welcomed, Reassured and Significant 

Hi Deborah,

Topic: Welcomed, Reassured and Significant

Topic Description: A large part of our success in getting and keeping clients will depend upon the quality of our service experience. We want to deliver a service experience that leaves them with a positive emotional impression.

Attachment(s):

[Welcomed, Reassured and Significant](#) 

[Motivational Quote](#)

To complete this activity, please visit the following url:

<https://cultivate-growth.com/sales-manager/activity/edit?acti=190467&sm=6796> 

Note that you can revisit that URL as often as you need to complete/edit the activity.

Thank you!

The Cultivate Team



Weekly Team Meeting



Jaideen T.
South Branch Mana...

Senior Management Jackie Hayes

Designated To

Status Pending

Due Date 01/31/2020

Click to Add Note

DOWNLOAD PDF

BLANK AGENDA

Note: The system might take a few minutes to process.

Development Topic: **Recommending an Account**

Discuss why recommending the best account is key.

Attachment(s) **Recommending an Account pdf**
Motivational Quote

Edit

Progress to Goal

Best Practice Sharing

Challenges or Questions

Development Topic

Cheers for Peers

Submit

Progress to Goal

We've opened 33 personal accounts and 1 business account. I encouraged everyone to keep listening for opportunities.

Best Practice Sharing

Challenges or Questions

Development Topic

Cheers for Peers

Development Topic

- 94% employees would stay longer if employer invested in education

Using Positive Language (Part 1)

Objective

Turning a bad situation into a good one can be as easy as telling clients what you can do instead of what you can't do. The art of positive language requires concentrating on how you communicate. Using positive words is important when we are assisting clients and working with our coworkers.

Procedure

During the Weekly Team Meeting, ask Team Members to work with a partner and rewrite the questionable statements with a more positive statement.

This activity will be repeated at a later time.

Discussion Points

- When is it hard to keep a positive attitude?
- What other statements do we use that could be made more positive?

Sample Development Topics

- How to greet clients
- Discussing products and services
- Making a warm referral
- Identifying business prospects
- Making clients feel significant
- Telephone etiquette
- Competition verses Us

Check-Ins

Team Member and Team Leader meet as a pair to enhance the Team Member's growth, motivation and relationship.



69%

work harder
when recognized

Personal Update	Son starting college next week. Family is emotional.
Review Previous Action Plan	
Points of Pride	
Do Overs	
How Can I Help?	
Next Steps for Action Plan	

10 Top Employee Engagement Ideas

HR Cloud

1

Recognition and Positive Feedback

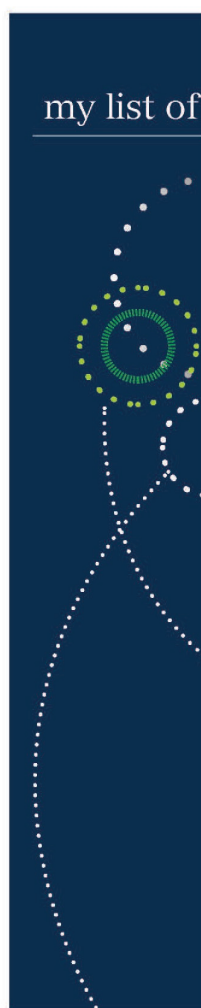


CULTIVATE™ PERFORMANCE+GROWTH



My favorite...

- Color
- Candy
- Daytime beverage
- Activity
- Lunch spot
- Snack
- Way I want to be rewarded



my list of favorites

your name _____

anniversary date _____

my favorite color is: _____

my favorite flower or plant is: _____

my favorite candy is: _____

my favorite non-alcoholic beverage is: _____

my favorite place for lunch: _____

my favorite activity is: _____

my favorite snack is: _____

i like to be rewarded with: _____



thank
you



2

Offer Training
and Identify
Career Paths



Career Path

- Do you know what needs to be done to move up in the company?
- Does your manager know where you want to be in one year or five years?
- How are they helping you achieve that goal?

3

Encourage
Autonomy



CULTIVATE™ PERFORMANCE+GROWTH

4

Encourage Personal Projects



CULTIVATE™ PERFORMANCE+GROWTH



CULTIVATE™ PERFORMANCE+GROWTH

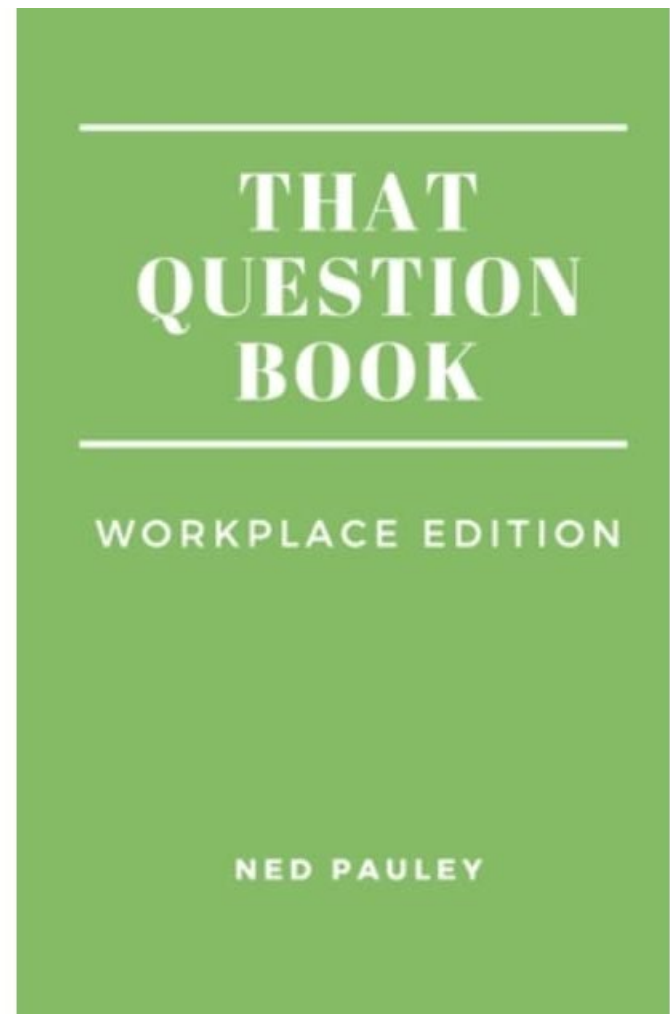
5

Build Relationships
Through
Communication



Question of the Week

- That Question Book by Ned Pauley
- “What do you remember about your first days on your current job?”
- “What type of attitude frustrates you?”



6

**Make Onboarding
a Breeze for All**



CULTIVATE™ PERFORMANCE+GROWTH

7

Welcome Employee Feedback



8

**Hold Contests
and Have FUN**

- Who greets the most customers
- Which branch has the most positive customer comments
- Which branch balanced all drawers correctly
- Who can answer a banking trivia question
- Who can get the most high-fives from children





CULTIVATE™ PERFORMANCE+GROWTH







9

**Give Time to
Volunteer Together**

78% have lower
stress levels.



68% take job
that values
volunteerism.





10

**Regularly Review
Happiness**

Three Key Questions

- “How are you feeling?”
- “What are the highs and lows of this week?”
- “What can I do to make next week easier?”

What we've learned.

1. Reduced Turnover

Month	Turnover
January	33%
February	29%
March	24%
April	22%
May	17%
June	28%
July	28%
August	11%
September	6%

2. Increased Satisfaction

10%

“My manager cares about me.”

3. Manager's Skills Improved

30%

“My manager holds my team accountable.”

3. Manager's Skills Improved

29%

“My manager is an excellent coach.”

Key Takeaways

1. Hold Regular Team Meetings

- Weekly meetings are best
- Try Wednesdays as less people take that day off
- Managers would appreciate it if you provide an agenda and talking points
- Include an educational element

2. Hold Individual Meetings

- Monthly meetings are best
- In person is ideal but via Zoom will work
- Help them feel appreciated and unique
- Ask questions before you provide solutions

3. Provide Educational Opportunities

- Book club
 - *One Minute Manager* by Blanchard
 - *Three Signs of a Miserable Job* by Lencioni
 - *The Energy Bus* by Gordon
- Assign videos
 - Simon Sinek
 - Brene Brown

Three Key Questions

- “How are you feeling?”
- “What are the highs and lows of this week?”
- “What can I do to make next week easier?”

What's can you start today?

You can make a difference!



Thank you!



Rachelle Humiston
Executive Consultant,
Director of Cultivate™
Haberfeld

Phone: (402) 499-1632

Email: rhumiston@haberfeld.com

Web: www.cultivatecoaching.com

